

# Utah! Travel Guide Fulfillment Report

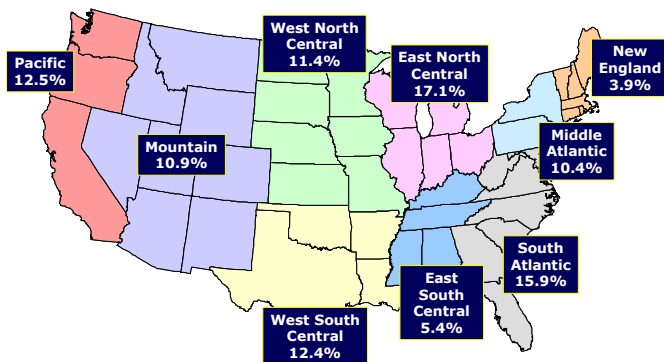
## 2002 Year End



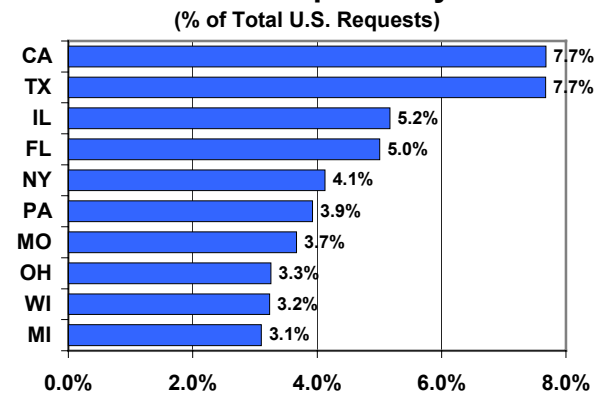
During 2002, 52,808 requests for *Utah! Travel Guides* were distributed, just -1% fewer Travel Guides than were distributed during 2001. Domestic fulfillment requests increased slightly, but international requests declined by 17%. As a result, the ratio of international requests compared to total requests declined versus 2001 – falling from 11% of total requests in 2001 to 9% in 2002. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories, and 80 different countries worldwide.

**Domestic Requests.** Total domestic travel guide requests for 2002 totaled 48,137. Domestic requests comprised approximately 91% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. The East North Central and South Atlantic regions were responsible for the largest number of travel guide requests, although distribution was evenly dispersed across much of the U.S. California, Texas, Illinois, and Florida each accounted for 5.0% or more (2,000+) of all domestic requests.

### 2002 Utah! Travel Guide Distribution

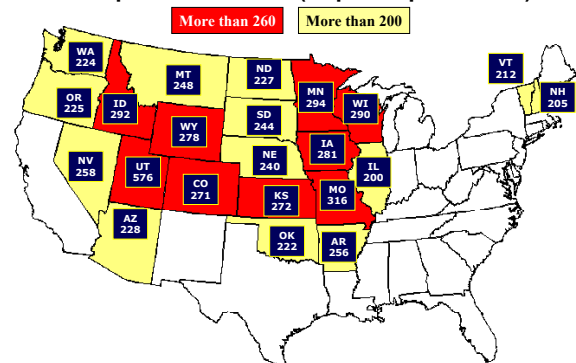


### Information Requests by State



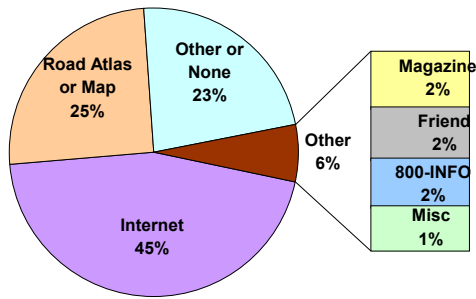
Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, several western states appear on the list, including Utah, Idaho, Wyoming, Colorado and Nevada. Several Midwest states, including Missouri, Minnesota, Wisconsin, Iowa, and Kansas also appeared in the top ten, suggesting a possible regional advantage among travelers from that area. The average number of requests per million people among all fifty states was 171.

### 2002 Utah! Travel Guide Per-Capita Distribution (requests per million)



**Source of Travel Guide Requests.** The sources of inquiries during 2002 reflect the continued growth of the Internet in travel planning. Travel guide requests received via the Internet were the primary source of information requests received throughout the year. Although the Internet was the most important source of travel guide requests (representing approximately 45% of the overall total), other sources of inquiry continued to attract attention. Traditional inquiry resources such as road atlases, magazines, newspapers, direct mail and telephone call centers each contributed to making Utah information available to the greatest number of consumers.

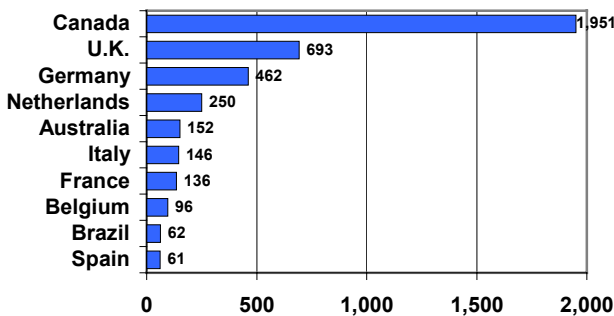
## Major Sources of Travel Guide Requests



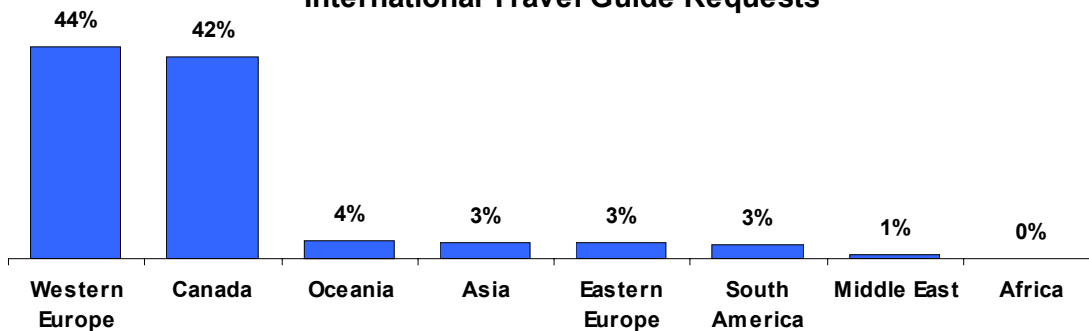
**International Requests.** International travel guide requests were received from 80 countries. International requests were received from 4,671 individuals during 2002 (representing 9% of all requests). The majority of requests originated from Western Europe and Canada. Western European countries, led by the United Kingdom, Germany, and the Netherlands, were responsible for 44% of all international inquiries. Canadian requests comprised another 42% of total international inquiries. The widespread international distribution of the Travel Guide and the increasing requests from developing countries in Eastern Europe, Asia, and South America reflects the ease with which information can be exchanged in the modern economy and the increasing interest in international travel. For example, Brazil, India, Poland, Czech Republic, Mexico, and Israel each ranked among the top twenty most likely origins for travel guide requests.

*NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.*

## Int'l. Travel Guide Distribution



## International Travel Guide Requests



**Seasonality.** After decreasing compared to first and second quarters, the volume of travel guide distributed during third and fourth quarter of 2002 increased compared to 2001. Continued economic uncertainty combined with ongoing geopolitical turmoil is likely the cause of wavering travel demand. However, the increasing popularity of the Internet has also likely contributed to the decline as consumers rely more on electronic media for travel planning. Contrary to previous years, total requests increased in the third quarter. First quarter requests represented 32% of the year's total. By contrast, fourth quarter accounted for only 13% of the year's total.

## Total Travel Guide Requests by Quarter

